ABSTRACT

A computer-implemented method and system is provided for creating a personalized display for a user of an electronic network. A tracking module installed at a client document server logs user document requests on the client document server. The tracking module sends user and document identification and content information to a marketing system in response to a user's request to view a document on the client document server. Recommendation software operable on the marketing system analyzes each viewed document in terms of the content and ancillary information viewed by the user. Customizable filters extract from the document content deemed relevant to a user and also extract structure from within this content. A document clustering process is used to group together viewed documents into interest folders according to common themes and concepts. Each interest folder is preferably automatically summarized in terms of the most relevant keywords from the associated collection of pages in the folder. New documents are categorized and automatically placed into existing predefined interest folders. The set of interest folders, in combination with any other structural information regarding the user's behavior, is used by the recommendation software to derive a user interest profile. A model is thereby provided for automatically deriving reasonable inferences regarding a user's interests and intentions in viewing particular documents. In accordance therewith, recommendation documents and recommendation packages can be provided to target content and advertisements at the user.